MULTIMEDIA **UNIVERSITY**

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

TIM 3221 – INTERNET MARKETING
(All sections / Groups)

03 March 2020
9.00 a.m. - 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages excluding cover page with 5 Questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

a. Imagine you are explaining the difference between *e-marketing* and *e-commerce*. How would you explain these **TWO (2)** terms?

(2 marks)

b. Briefly summarise the implications of the Internet on each of the **FOUR (4)** elements of the marketing mix. (4 marks)

c. Explain *Economic System* with **THREE (3)** fundamental questions based on society objectives. (4 marks)

QUESTION 2

Consider the below situation for Question 2a.

ABC.com is an online store selling smart watches to the public.

a. Draw convergence of e-commerce categories for *ABC.com*. (5 marks)

b. Determine the category of e-commerce for the cases below: (3 marks)

i) A business sells online merchandise to individual consumers. (0.5 mark)
ii) A customer sells a used bicycle online to an individual consumer. (0.5 mark)
iii) Users shop online from their tablets. (0.5 mark)
iv) A home manufacturer makes purchases from lumber yards, window manufacturers, concrete businesses, etc. (0.5 mark)
v) When using Priceline, a seller puts up an item to be bid on and the winning bidder purchases it from the seller. This person is a Priceline customer, as is the seller. (0.5 mark)
vi) When using Priceline, a seller puts up an item to be bid on and the winning bidder purchases it from the seller. This person is a Priceline customer, as is the seller. Priceline acts as the intermediary between the two parties, while one sells the good to the other for a cost. Priceline takes a cut. (0.5 mark)

c. Define *e-commerce* for the below cases: (2 marks)

i) Food companies may ask food bloggers to include a new product in a recipe, and review it for readers of their blogs. (1 mark)

ii) Services such as Amazon Affiliates allow website owners to earn money by linking to a product for sale on Amazon. (1 mark)

Continued ....

QUESTION 3

Consider the following article for Question 3.

Samsung Galaxy is a series of computing and mobile computing devices designed, manufactured and marketed by Samsung Electronics. The product line includes the Samsung Galaxy S series of high-end smartphones, the Samsung Galaxy Tab series of tablets, the Samsung Galaxy Note series of tablets and phablets with the added functionality of a stylus, and smartwatches including the first version of the Samsung Galaxy Gear, with later versions dropping the Galaxy branding, until the release of the Samsung Galaxy Watch in 2018.

Samsung Galaxy devices use the Android operating system produced by Google, usually with a custom user interface called One UI (with previous versions being known as Samsung Experience and TouchWiz). However, the Galaxy TabPro S is the first Galaxy-branded Windows 10 device that was announced in CES 2016. The Galaxy Watch is the first Galaxy-branded smartwatch since the release of later iterations of the Gear smartwatch from 2014 to 2017. In April 2019, the company announced that it would postpone the release of its folding smartphone, the Samsung Galaxy Fold, days after several early reviewers said the screens on their devices had broken. A new launch date was not announced. The fold was released again in September 2019.

Source: https://en.wikipedia.org/wiki/Samsung_Galaxy

a. Discuss briefly if "Samsung" is an effective product brand name.   (2 marks)

b. Name any **TWO (2)** Product Mix Strategies used by Samsung. Give **TWO (2)** examples for each of the strategy.   (2 marks)

c. In terms of dedicated retail locations, retailers such as Best Buy, Future Shop and Wal-Mart are the candidates included in Samsung's Distribution Strategy. Propose **TWO (2)** other suitable candidates for Samsung's Distribution Strategy.
                                                                              (2 marks)

d. Explain **TWO (2)** Pricing Strategies used by Samsung.   (2 marks)

e. Describe **TWO (2)** suitable Promotion Methods that can be used by Samsung.
                                                                              (2 marks)

Continued ....

QUESTION 4

a. Identify **THREE (3)** criteria for scanning a database for *RFM* analysis.

(3 marks)

b. Explain *trademark law*. How should the trademark law be applied online?

(4 marks)

c. What are the ways to target online communities? If you were making a recommendation to the e-marketing officer of Amazon.com, which one or ones would you recommend the firm to use? (3 marks)

QUESTION 5

a. *DEF.com* is an online business selling clothes. List **THREE (3)** main types of social media used by *DEF.com*. Give an example of each of the three types of social media. (3 marks)

b. Explain **TWO (2)** examples of competitor positioning used by physical products and software businesses. (2 marks)

c. Marketers can engage customers using content. Explain **TWO (2)** ways to engage customers using content by drawing their interests. (2 marks)

d. As a consumer, would you be more likely to buy from a website displaying the **reCAPTCHA** logo than from a competing website without the **reCAPTCHA** affiliation? Explain your answer. (3 marks)

End of Paper